



Foto: Adobe Stock/ lirllewolf1989

# MEDIA KIT 2024



**back.intern.**  
Wir machen Sie erfolgreich

# MEDIA-PORTFOLIO



**13,464**

circulation of the titles ABZ,  
back.intern. & KOCA\*



**over 12,333**

Followers in Social Media\*\*

- \* ABZ & KOCA: IVW, second quarter 2023
- back.intern. second quarter 2023 according to publisher
- \*\* Facebook & Instagram July 2023 ABZ & KOCA
- \*\*\* Piwik Pro & Matomo, 01 January-June 2023 abzonline.de, koca.abzonline.de & back-intern.de
- \*\*\*\* Recipient file Digital, July 2023 ABZ, KOCA & back.intern.



**KOCA**

DAS MAGAZIN FÜR  
KONDITOREI & CAFÉ



Fünf Sterne Bäckerei  
einfach ausgezeichnet ...



**15,292**

Newsletter  
recipients\*\*\*

**70,819**

Page views\*\*\*

**back.intern.**

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Ø 3,080

Distributed  
copies\*

218 €

is the price of an  
annual subscription  
of back.intern. in 2024

10,623

Spage views  
a month\*\*



**back.intern.**

back.intern. is the only medium in the baking industry to focus entirely on marketing and sales. In this area, the magazine is increasingly taking on the role of a driving force for campaigns and long-term marketing strategies.

Our mission statement is based on this: "We make you successful." Editorial content also includes shop fittings, in-store baking ovens, sales vehicles, baking ingredients, coffee, snacks and similar products/services that are required in the shops.



#### Editorial office

Editor-in-chief  
Arnulf Ramcke

#### Volume

29th volume 2024

#### Publication frequency

monthly, 12 times  
per year

#### Target group

Decision-makers for  
investments in branch-  
es, sales managers and  
other readers who are  
responsible for sales and  
marketing topics.

More than 50%

of **back.intern.**  
subscribers own between  
5 to 40 stores, one third  
own 1 to 4 stores\*\*

5,406

Newsletter recipients  
weekly\*\*



\* Recipient file, July 2023

\*\* Recipient file, Digital, July 2023

# ATTRACTIVE PACKAGES

Your cross-media presence in ABZ, KOCA and back.intern.

## Package Brezel

PRINT

1/4 page in any  
ABZ-Edition  
+  
KOCA-Edition  
+  
back.intern.-Edition

**10 % Discount**



## Package Brot

PRINT + NEWSLETTER

1/4 page in any  
ABZ-Edition  
+  
KOCA-Edition  
+  
back.intern.-Edition  
  
**Newsletter-Banner** on choice  
in ABZ Newsletter  
+  
back.mail.

**15 % Discount**

**K O C A**  
DAS MAGAZIN FÜR  
KONFITOREI & CAFÉ

## Package Torte

PRINT + NEWSLETTER  
+ STANDALONE

1/4 page in any  
ABZ-Edition  
+  
KOCA-Edition  
+  
back.intern.-Edition  
  
**Newsletter-Banner** on choice in  
ABZ Newsletter + back.mail.  
  
**Standalone-Newsletter**  
ABZ + back.intern.

**20 % Discount**

**back.intern.**





# EDITORIAL CALENDAR AND TIME SCHEDULE

No.	PD	OD	PM	Key topics	Trade fairs/congresses
1	09.01.24	18.12.23	22.12.23	Cake, Ice cream, Pastry	SIGEP, Rimini (Italy) 20.-24.01.2024 INTERGASTRA, GELATISSIMO 03.-07.02.2024
2	13.02.24	18.01.24	22.01.24	Organic and vegan products	
3	05.03.24	15.02.24	19.02.24	INTERNORGA special, Pest control	<b>INTERNORGA</b> , Hamburg 08.-12.03.2024
4	09.04.24	14.03.24	18.03.24	Frozen baked goods, In-store baking, Sachsenback special	<b>Sachsenback</b> , Dresden 13.-15.04.2024
5	14.05.24	18.04.24	22.04.24	Cash register systems & software	
6	11.06.24	16.05.24	21.05.24	<b>Snacks &amp; Coffee*</b>	including BranchenBuch 24/25
7	09.07.24	20.06.24	24.06.24	Shop fitting, vending machines, in-store backing vens	
8	13.08.24	25.07.24	29.07.24	Vehicles, Professional clothing	
9	10.09.24	22.08.24	26.08.24	Basic material, baking ingredients, convenience products	Konditor des Jahres 2024, KOCA Summit 2024, German Chocolat Award 2024
10	08.10.24	19.09.24	23.09.24	<b>südback special*</b>	<b>südback</b> , Stuttgart including BesucherBooklet/ Exhibitor list 26.10.-29.10.2024 Bäcker:in des Jahres, 25.10.2024
11	12.11.24	24.10.24	28.10.24	<b>Boiled pastries: Berliners, donuts &amp; co.*</b>	including calendar poster 2025
12	10.12.24	21.11.24	25.11.24	Packaging, To-Go business	

\*Circulation: 5,000 copies

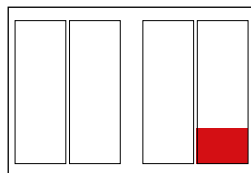
OD = Ordering Deadline | PM = Printing Material | PD = Publication Date

# INSERTION PRICES

## TYPE AREA ADVERTISEMENTS

\*Circulation:  
5,000 copies

### 1/8 PAGE BLOCK

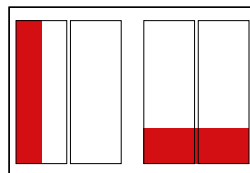


90 mm × 60 mm horizontal

790 €

1,490 €\*

### 1/4 PAGE

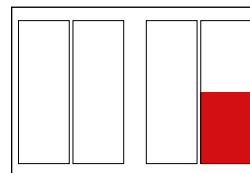


45 mm × 270 mm vertical  
185 mm × 60 mm horizontal

1,490 €

2,590 €\*

### 1/4 PAGE BLOCK

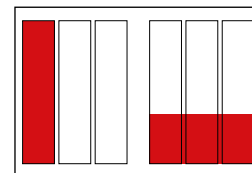


90 mm × 128 mm vertical

1,490 €

2,590 €\*

### 1/3 PAGE



60 mm × 270 mm vertical  
185 mm × 87 mm horizontal

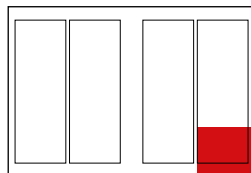
1,590 €

2,990 €\*

## BLEED ADVERTISEMENTS

(plus. 3 mm bleed,  
Placement of relevant  
elements with min. 5 mm  
distance from the edges)

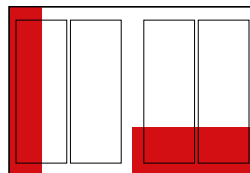
\*Circulation:  
5,000 copies



95 mm × 78 mm horizontal

890 €

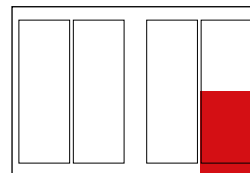
1,590 €\*



50 mm × 297 mm vertical  
210 mm × 78 mm horizontal

1,590 €

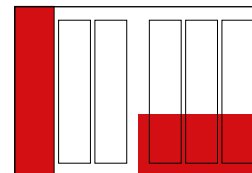
2,690 €\*



95 mm × 146 mm vertical

1,590 €

2,690 €\*



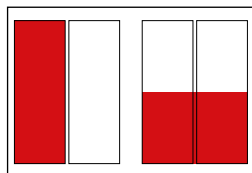
65 mm × 297 mm vertical  
210 mm × 105 mm horizontal

1,690 €

3,090 €\*



## 1/2 PAGE

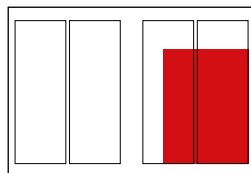


90 mm × 270 mm vertical  
185 mm × 130 mm horizontal

1,790 €

3,390 €\*

## JUNIORPAGE

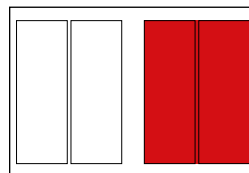


137 mm × 195 mm vertical

2,290 €

4,290 €\*

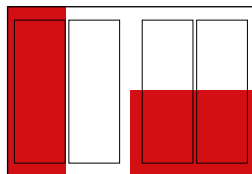
## 1/1 PAGE



185 mm × 270 mm vertical

2,690 €

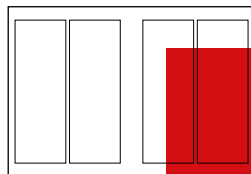
5,190 €\*



95 mm × 297 mm vertical  
210 mm × 148 mm horizontal

1,890 €

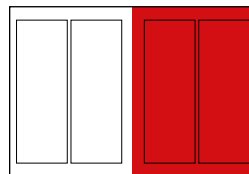
3,490 €\*



150 mm × 210 mm vertical

2,390 €

4,390 €\*



210 mm × 297 mm vertical

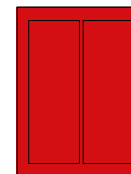
2,790 €

5,290 €\*

**Magazine format:** DIN A4

**Type area:** 185 x 270 mm

## Special placement



1/1 page U2, U3 and U4 bleed

3,290 €

6,090 €\*

\*Circulation: 5,000 copies

Statutory VAT will be added to all net prices.

# SPECIAL PLACEMENTS

## BOUND INSERTS

4-pages up to 25g

2,500 copies: **990 €**

5,000 copies: **1,890 €**

Bound inserts with more than 4 pages on request

## BANDEROLES

2,500 copies: **1,490 €**

5,000 copies: **2,890 €**

inkl. Postgebühren

Delivery to print shop for back.intern. carriage and forwarding paid:

Leinebergland Druck GmbH & Co. KG  
For back.intern. issue ...  
Industriestraße 2a  
31061 Alfeld (Leine)  
Germany

## LOOSE INSERTS

up to 25 g

2,500 copies: **990 €**

5,000 copies: **1,890 €**

inkl. postal charges

## BINDER

up to 25 g

2,500 copies: **1,490 €**

5,000 copies: **2,890 €**

inkl. postal charges



# ADVERTISEMENT PACKAGES

## BASIS

### Adverts:

8 x 1/4 page block  
(90 mm x 128 mm high), 4c

6 issues with 2,500 copies  
of your choice plus  
2 issues  
with 5,000 copies:  
Issue 6  
(with industry book)  
Issue 11  
(with CalendarPoster 2025)

**plus presence on the Internet:**  
Company logo on  
[www.back-intern.de](http://www.back-intern.de) +  
Link to your homepage

**Packaging price: 5,690 €**

## PREMIUM

### Adverts:

9 x 1/4 page block  
(90 mm x 128 mm high), 4c

6 issues with 2,500 copies  
of your choice plus  
all issues with  
5,000 copies:  
Issue 6 (with industry book),  
Issue 10 (südback),  
issue 11  
(with CalendarPoster 2025)

1 page in BranchenBuch +  
1 logo on the cover of  
BranchenBuch  
2 banner adverts per year  
in the weekly back.intern.  
Newsletter back.mail.

**plus presence on the Internet:**  
Company logo on  
[www.back-intern.de](http://www.back-intern.de) +  
Link to your homepage

**Packaging price: 7,890 €**

## WIR SIND DABEI

### Advertisements

**Trade fair preview:**  
**INTERNORGA 2024**

3 x 1/4 page block  
(90 mm w x 128 mm h),  
4c one each in issue 1,2,3  
PDs: 09.01.2024, 13.02.2024,  
05.03.2024

**Packaging price: 1,790 €**

### Sachsenback 2024

1 x 1/4 block  
(90 mm w x 128 mm h), 4c  
PD: 09.04.2024

**Packaging price: 890 €**

### südback 2024

3 x 1/4 page block  
(90 mm w x 128 mm h), 4c  
one each in issue 8, 9, 10  
PDs: 13.08.2024, 10.09.2024,  
08.10.2024

**Packaging price: 2,190 €**

## PARTNER DER BÄCKER

### Adverts:

Format: 40 x 50 mm, 4c  
12 x per year incl. all issues  
with 5,000 copies:  
Issue 6, 10 and 11  
PDs: 11.06.2024, 08.10.2024,  
12.11.2024

**Packaging price: 1,190 €**



# SIZES AND TECHNICAL INFORMATION

## PRINT

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### Sizes

Newspaper format: 210 mm width x 297 mm height

Type area: 185 mm width x 270 mm height

Bleed format: 210 mm width x 297 mm height  
+ 3 mm + trim each outer edge

Columns: Advertising section:  
4 columns each 45 mm width  
Editorial section: 3 columns each  
58,5 mm width

Printing and

binding method: Offset printing with saddle stitching

Paper: 115 g/m<sup>2</sup> h'free white, matt picture printing

### Technical information

Data delivery: We request you to please send your data according to the profil ISOcoated v2.

Data formats: Digital data in PDF/X-4 format are required. Open data should be avoided. All fonts have to be embedded. Images and logos need a minimum resolution of 300 dpi. The scale of reproduction is 1:1.

File output: In order to ensure a high reproduction quality of your advertisements, the compression of data is not allowed. All fonts used in the data file (valid for print and screen) have to be integrated into the file or converted into font paths.

Colors:

According to Euro Scale (CMYK)

We reserve the right to convert data received in RGB into CMYK. This can lead to color deviations.

Data archiving:

Data are archived. That is why unaltered repetitions are generally possible. However no data guarantee is provided.

Guarantee:

We do not assume any liability for printing results if in-complete or deviating data (texts, colors, images) are delivered. Exposure errors due to incomplete or de-fective files, wrong settings or incomplete data will be billed. The same applies for any extra typesetting and lithographic work and for the production of new proofs

Contact person:

In case of technical questions concerning data transfer details, please do not hesitate to contact us by phone 069 7595-1964 or E-Mail: backmedien@dfv.de

Delivery address  
inserts:

Leinebergland Druck GmbH & Co. KG  
back.intern. issue... \*  
Industriestraße 2a  
31061 Alfeld (Leine)  
Germany






# NEWSLETTER BACK.MAIL.

5,406 PERSONALISED RECIPIENTS PER WEEK\*

TITLE HEADER

  
Der Newsletter von back.intern.

CONTENT BANNER

ADVERTORIAL

## TITLE HEADER

680 x 225 pixels  
2 weeks = 2 back.mail.  
Newsletter

1,090 €

## CONTENT BANNER

670 x 86 pixels  
4 weeks = 4 back.mail.  
Newsletter

990 €

## STANDALONE

Text (2,000 characters)  
+ 3 photos + link to your  
homepage

2,590 €

## ADVERTORIAL\*\*

Text (500 characters) + photo  
+ link in editorial design  
4 weeks = 4 back.mail.  
Newsletter

1,590 €

**Publication:**  
**1x weekly,**  
**Wednesday**



Statutory VAT will be added to all net prices.

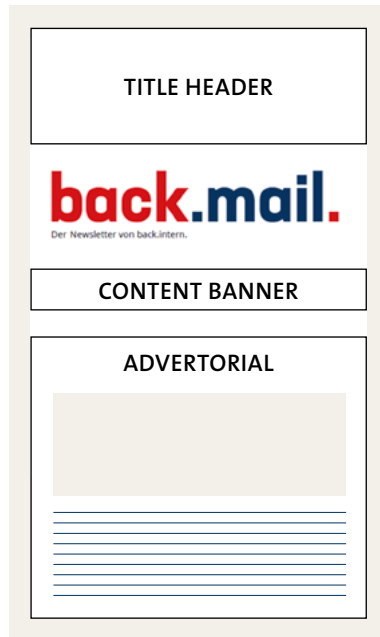
\* Recipient file Digital, July 2023

\*\*marked as sponsored link

# NEWSLETTER BACK.MAIL. FAIR SPECIAL

5,406 PERSONALISED RECIPIENTS

With the back.mail. Newsletter Messe-Spezial you can digitally advertise in the right environment for **südback 2024**. publication dates: **Newsletter 1 – 25.10.2024** **Newsletter 2 – 27.10.2024**



## TITLE HEADER

680 x 225 pixels

790 €

## CONTENT BANNER

670 x 86 pixels

590 €

## ADVERTORIAL\*\*

Text (500 characters) +  
photos + link in editorial design

890 €

Statutory VAT will be added to all net prices.

\* Recipient file, Digital, July 2023

\*\*marked as sponsored link

# ONLINEPRÄSENZ BACK-INTERN.DE

## SUPERBANNER

728 x 90 pixels  
4 weeks

1,390 €

## LOGO PLACEMENT

120 x 60 pixels  
4 weeks

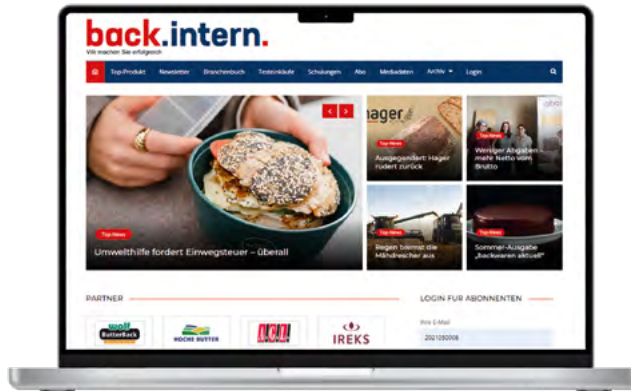
290 €

## ADVERTORIAL\*

Teaser + Photo on  
back-intern.de +  
link to homepage – 4 weeks

2,190 €

*The banners rotate in  
the case of multiple  
assignments*



## SUPERBANNER

**back.intern.**  
Wir machen Sie erfolgreich

## LOGO PLACEMENT

## ADVERTORIAL

Statutory VAT will be added to all net prices.

\*marked as sponsored link

# ONLINE-SPECIFICATIONS

## General information:

- Online advertising material is required 5 working days before beginning of the campaign. Please send your advertising material to [backmedien@dfv.de](mailto:backmedien@dfv.de)
- Note for external advertisers: Please deliver external media via https-URLs
- A target link (to a website respectively to a redirect) has to be indicated for each advertising medium
- Redirect: Third party adserving is possible

## back-intern.de

- Accepted file formats: PNG, GIF, JPG or HTML5
- Maximum file size: 200 KB
- HTML5 (code) is possible if hosted by the customer or the agency and integrated into our adserver via Javascript

## back.mail.

- Accepted file formats: PNG, GIF and JPG format
- Maximum file size: 100 KB
- Please note for the design: Some mail clients do not support the display of animated GIF files. Only the first frame of the animated GIF file is displayed (e.g. Microsoft Outlook from version 2007). We recommend to include in the first frame all relevant information so it can stand alone.
- Advertorials: max. 500 characters including 50 characters headline (incl. spaces), image size 16/9

# FURTHER PRODUCTS





# VISITORBOOKLET

SÜDBACK 2024

**Format:** 105 mm x 160 mm (W x H) – double page 210 mm x 160 mm

**Circulation:** 5,000 copies **Dispatch:** as a supplement in back.intern.

Issue 10, PD: 08.10.2024, OD: 22.08.24, PM: 29.08.24

Placement options:

1 PR page\*\* + 1 advert page + cover logo + hall plan logo +  
logo in the list of exhibitors

1,890 €

2 PR pages\*\* + cover logo + hall plan logo +  
logo in the list of exhibitors

1,890 €

1 PR page\*\* + hall plan logo +  
logo in the list of exhibitors

1,190 €

1 advert page + hall plan logo +  
logo in the list of exhibitors

1,190 €

hall plan logo +  
logo in the list of exhibitors

590 €

*\* Booklet is attached on the  
back.intern.title with removable  
adhesive dots*

*\*\* is designed by the editorial team,  
you provide 1,300 characters of  
text + 1 photo per PR page*

Statutory VAT will be added to all net prices.



# BRANCHENBUCH

FOR THE BAKING INDUSTRY 2024/2025

The practice-orientated reference book for  
all bakeries, pastries and cafés

incl. online presence throughout the year  
at [www.back-intern.de/branchenbuch/](http://www.back-intern.de/branchenbuch/)

**Format:** 105 mm x 160 mm (W x H)

**Circulation:** 5,000 copies

**Mailing:** as a supplement in back.intern. issue 6  
PD: 11.06.2024, OD: 25.04.2024, PM: 29.04.2024

**Structure:** 600 supplier companies, sorted by keyword

**Advertising rate BranchenBuch 2024/2025**

1/1 page, 4c incl. logo front page,  
incl. company address + logo, contact person,  
telephone, fax, e-mail, Internet domain –  
Additional inclusion in the internet directory  
from [www.back-intern.de/Branchenbuch](http://www.back-intern.de/Branchenbuch)

**2,590 €**

**Rate special placement**

U2 = 2,990 € / U3 = 2,790 € / U4 = 3,090 €

**Rate logo placement\***

1 Logo = 159,00 €, 2 Logos = 149,00 €, 3 = Logos 139,00 €

4 Logos = 129,90 €, 5 Logos = 119,90 €, 6 Logos = 109,00 €

\*rate per logo

Statutory VAT will be added to all net prices.



Additional logo  
bookings with your  
entry are possible  
at any time!



# CALENDAR POSTER

2025

**Format:** 1,000 mm x 600 mm (W x H)

**Circulation:** 5,000 copies

**Dispatch:** as a supplement in back.intern. Issue 11  
(PD: 12.11.2024)

**Advertising deadline:** 07.10.2024

**Print data deadline:** 14.10.2024

**Advertising rates:**

**1 field**

Format: 90 mm x 60 mm (W x H)

**1,498 €**

**1 field Head-Sponsoring**

Format: 135 mm x 120 mm (W x H)

**1,998 €**

Statutory VAT will be added to all net prices.

With holiday  
planner on  
backside



# new economy

The new magazine format newFOODeconomy (nFe) provides information around new technologies, hurdles and opportunities as well as actors that are shaping this important era of transformation of our food in the next 3-5 years, to a wide audience. newFOODeconomy is the journalistic extension of the NEWMEAT section, to include the entire alternative protein market.

The magazine is distributed as supplement in the dfv media group portfolio along the food value chain.  
**Target group:** food processing industry, retail, food service, agriculture, community catering, craft, and consumers

<b>Format</b> (W x H)	210 x 297 mm (DIN A4)	
<b>Print run</b>	28,000	
<b>Distribution as Magazine Insert to</b> (additionally to the subscribers of the mentioned titles)	<b>Issue 1 / ABZ 8</b>	<b>Issue 2 / ABZ 22</b>
	Additional distribution: agrarzeitung, afz - allgemeine fleischer zeitung, FLEISCHWIRTSCHAFT, foodservice, gvpraxis Lebensmittel Zeitung	
	Additional reach: via NGOs, Politik and Hochschulen as well as at events and digital on fleischwirtschaft.de, agrarzeitung.de and abzonline.de	
<b>Dates</b>	OD 08.02.   PM 13.02. PD from 12.03.	OD 10.10.   PM 15.10. PD from 06.11.

## Advertising opportunities (W x H)

	Type area	Bleed	
<b>Cover pages 2, 3, 4</b>	-	210 x 297 mm*	7,235 €
<b>1/1 page</b>	189 x 275 mm	210 x 297 mm*	6,700 €
<b>1/2 page landscape</b>	189 x 135 mm	210 x 149 mm*	4,150 €
<b>1/2 page portrait</b>	93 x 275 mm	102 x 297 mm*	4,150 €
<b>1/3 page landscape</b>	189 x 90 mm	210 x 104 mm*	2,680 €

\* plus 4 mm bleed on all outer edges | The applicable statutory value added tax (VAT) is added to all the rates



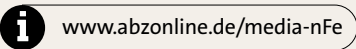
The young media brand newFOODeconomy of the dfv media group awarded innovative food concepts from all over Europe for the first time on October 9, 2023 at the Anuga trade fair in the Anuga HORIZON program.

The **newFOODeconomy Award** honors the winners of the three categories **Best Newcomer**, **Best Evolutioner** and **Best Visionary** for innovative and sustainable solutions along the food value chain.



The focus will be on companies, start-ups and projects based in the EU. Key selection criteria are the two factors innovation and a verifiable contribution to the achievement of the Sustainable Development Goals (SDGs).

Please find all advertising opportunities regarding **newFOODeconomy** and **newFOODeconomy Award-Verleihung** under:



# MESSEN

Advertise successfully for SIGEP, INTERNORGA, INTERGASTRA, Sachsenback, südback & Co.

back.intern. accompanies the most important industry trade fairs with a cross-media trade fair portfolio.

In addition to attention-getting print editions, back.intern. also offers digital advertising environments in the trade fair newsletters and on the website.

Of course, we are also personally on site for you at the trade fairs.

Would you like to use the back.intern. for your trade fair advertising?  
We would be pleased to make you an offer





# YOUR CONTACT PERSON

WE ARE AT YOUR DISPOSAL AND LOOK FORWARD TO YOUR REQUEST!

---



**Thorsten Soff**

Head of sales  
Phone +49 69 7595-2253  
thorsten.soff@dfv.de



**Arnulf Ramcke**

Editor-in-chief  
Phone +49 69 7595-1859  
arnulf.ramcke@dfv.de



**Nina Pfeifer**

Sales manager  
Phone +49 69 7595-2254  
nina.pfeifer@dfv.de

**Printing disposition**

backmedien@dfv.de

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